

About New York Junior Tennis & Learning:

NYJTL is the largest youth tennis and education nonprofit organization in the nation reaching more than 85,000 NYC children. NYJTL offers comprehensive after-school and community tennis programs to youth 5-18 years of age throughout all five New York City boroughs. The organization was founded in 1971 and will celebrate 50 years of service to under-resourced NYC children this year culminating in a 50th Anniversary Gala in May 2022. The mission of NYJTL is to develop the character of youth through tennis and education for a lifetime of success on and off the court.

In June 2015, the \$26.5 million Cary Leeds Center for Tennis & Learning opened as the flagship home of NYJTL in the heart of the Bronx. In April 2017, the Cary Leeds Center completed its final phase of construction with the opening of the Pershing Square Stadium, the Victor Kiam Stadium, and the Dalia and Larry Leeds Viewing Bridge. The Cary Leeds Center provides more than 6,000 hours of free tennis court time annually to the community's under-resourced youth.

Position Summary:

NYJTL seeks a Communications & Content Specialist to assist the Digital Marketing Manager with building weekly content. The Specialist will focus on streamlining communication procedures and bringing stories to life for the NYJTL ACES Afterschool Program. The Specialist position will report to the Digital Marketing Manager with dotted line reporting to the Chief Marketing & Development Officer. The position is stationed at the NYJTL office located in Long Island City, Queens with weekly assignments visiting different ACES school sites throughout the five boroughs.

Responsibilities:

- Write monthly ACES Afterschool Program newsletter
- Work with ACES Site Directors and Program Managers to manage annual calendar for internal and external communications
- Visit ACES locations to interview and write stories featuring ACES Principals, Site Directors, Activity Specialists, parents, and program children
- Help create ACES boilerplate language
- Work to communicate NYJTL offerings (CTP, STP, ITP, and Cary Leeds Center) to ACES participants through internal marketing channels
- Utilize NYJTL Strategic Plan to infuse life skills components within communications
- Work with ACES staff to infuse monthly themes
- Work with Digital Marketing Manager to update ACES website
- Work with Digital Marketing Manager to create newsletter templates to be shared with Program Managers and Site Directors

Qualifications:

- Bachelor's degree
- 2-4 years of experience in communications, marketing, or journalism
- Strong written and verbal communication skills
- Detail-oriented, highly organized, and able to work well under pressure
- Willing to travel throughout boroughs to visit various ACES Afterschool Programs
- Flexible mindset
- Ability to stand for duration of events; lift up to 20 pounds
- Interested in education, tennis, and youth services

Notice of Non-Discrimination:

NYJTL is committed to equal opportunity for all persons without regard to sex, age, race, color, religion, creed, national origin, marital status, disability, or sexual orientation. It is the policy of NYJTL to comply with all federal, state, and local laws and regulations regarding equal opportunity. We center equity in all our work and in our hiring practices.

Notice of Contractual Obligation:

The statements herein are intended to describe the general nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties, and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.